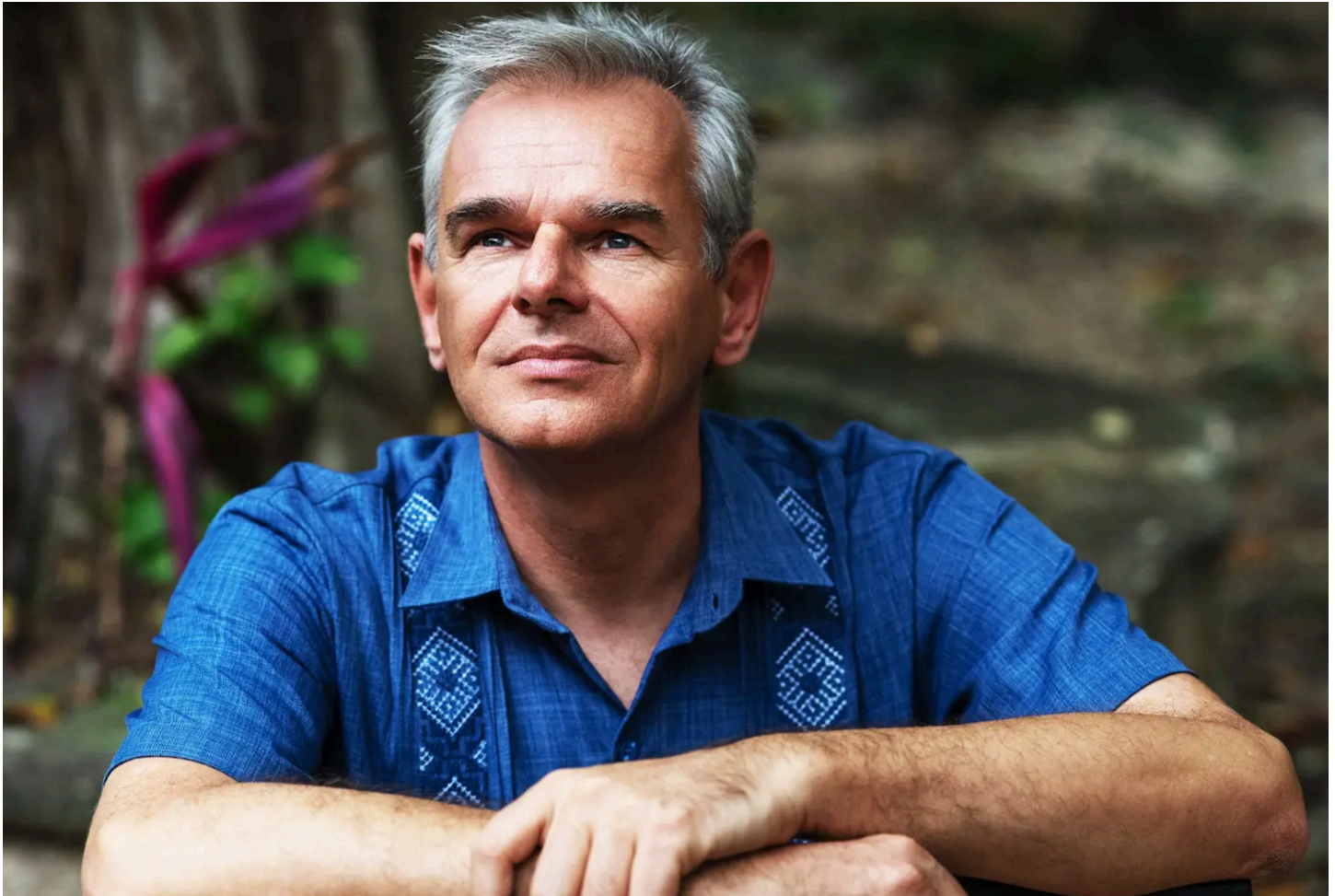

Aaron Koenig 'Death' 11.10.2024



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Musician and spiritual artist **Aaron Koenig** is excited to announce the release of his latest single, “**Death**”, a funky rap that delves into the profound themes of death and rebirth. Known for his unique fusion of spirituality and groove, Aaron offers a fresh perspective on death, portraying it as positive and empowering.

The single, which features the hook line: “*This is not the end, death can be your friend – it is just a gateway on your hero’s journey*” challenges traditional views of death by inviting listeners to see it through a positive,

spiritual lens. Drawing inspiration from his years of Buddhist practice, Koenig taps into the teachings of the Tibetan Book of the Dead, offering insights gained from meditation and study.

"I have been practicing Buddhism for some years, and Buddha's teachings about what happens after death are very convincing to me," Aaron Koenig says. "For highly realized Buddhist masters, dying is like changing clothes – they just move from one body to the next."

The track is built on a foundation of a steady beat, pulsating synth bass, and funky guitar licks, creating a groove that's as thought-provoking as it is catchy. Aaron's signature sound is designed for listeners who appreciate meaningful, uplifting messages delivered through hand-made, guitar-driven music.

Accompanying the single is a music video inspired by Mexico's vibrant "Day of the Dead" celebrations, in which Aaron pays homage to the joyful way Mexicans honor the deceased.

"I have spent a lot of time in Mexico and I love how Mexicans celebrate their 'Day of the Dead' - very joyful, with live bands, food and drinks on the graveyards. It is similar to the positive attitude towards death that I express in my song, so I decided to get a typical 'Dia de los Muertos' facepaint for the music video", explains Aaron.

This face paint, that makes Aaron's face look like a skull, was designed by Swedish artist Filippa Levemark. The video, shot in a green screen studio, is enhanced with post-production visuals featuring iconic Mexican imagery, adding a celebratory feel to the powerful song.

Aaron Koenig is available for press opportunities, please email: laury@libertymusicpr.com

